

2004 MEETING NATIONAL ENERGY STAR® LIGHTING PARTNERS

Austin Energy's ENERGY STAR Initiatives



Austin Energy

Austin's Community-Owned Electric Utility





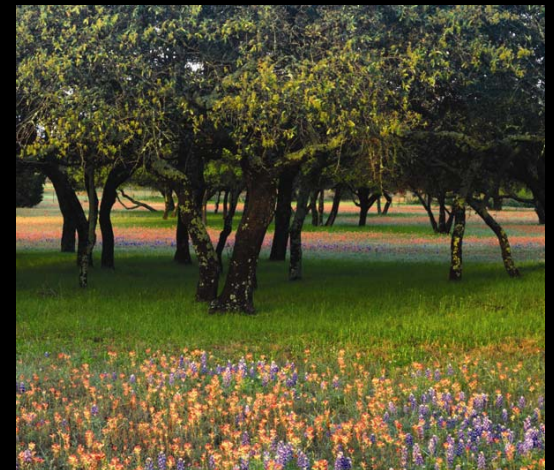
Welcome to Austin!

- Live Music Capital of the World!
-

- Texas Barbeque



- Texas Hill Country Wild Flowers



- Congress Avenue Bats

Austin Energy

Austin's Community-Owned Electric Utility

- **421 Square Mile Service Area**
- **310,000 Residential Customers**
- **38,816 Commercial Customers**
- **\$811 Million Annual Revenues**
- **Total Generation: 2736 MW**





Austin

an environmental community

"To be the most
liveable city in America"

Austin Energy

Strategic Initiatives

- Close central Austin Holly Power Plant by 2007.
- Achieve 15% of generation through energy efficiency by 2020.
- Achieve 20% renewables by 2020.
- Support Binding Limits on CO₂ Emissions.





Austin Energy

Aggressive about energy efficiency.

- Energy Efficiency Programs
- Load Management Programs
- Renewable Energy Green Choice



Austin Energy's ENERGY STAR Residential Initiatives

CHANGE A LIGHT CAMPAIGN

- Partnerships with Local Retailers
- Instant Point of Purchase
"\$2 Off Coupon" coupon



AUSTIN ENERGY RESIDENTIAL ELECTRIC CUSTOMERS ONLY!

Instant Coupon **\$2 off!**

This coupon is good for \$2.00 off each bulb purchased. Limit 2 bulbs per customer.

For Energy Star® Labeled Compact Fluorescent Light Bulbs
Complete info below and present to cashier • Disclaimer on back

Please print clearly • for program verification, please provide all information requested:

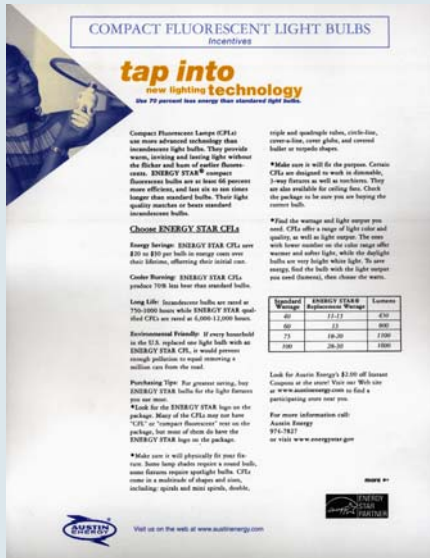
Street Address (No P.O. Boxes) _____

Zip Code _____

This coupon is redeemable at stores listed at www.austinenenergy.com under Energy Star Appliance Dealers.

need info!

1. Number of bulbs purchased (circle one)	1	2	2. Name of store purchased at: _____
---	---	---	--------------------------------------



- Hand Out and Mail Fact Sheets about ENERGY STAR fixtures & Ceiling Fans





Austin Energy
Austin's Community-Owned Electric Utility

ENERGY STAR

Residential Initiatives

COMMUNITY OUTREACH EVENTS

National Night Out

NATIONAL NIGHT OUT
First Tuesday in August!

Learn how to make your neighborhood safer, call your local law enforcement agency.

Austin Police Department 974-4900
Pflugerville Police Department 670-5512
Rollingwood Police Department 328-1000
Somers Valley Police Department 492-1346
West Lake Hills Police Department 327-1195
Travis County Sheriff's Office 857-8822

Don't Get Caught in the Dark!

Use compact fluorescent lights (CFLs) to brighten your home, boost security, and save money!

.....

Consider using CFLs for your lighting needs:

- Save up to 75% in electricity costs compared to incandescents.
- Can be used in any home's standard light bulb sockets.
- Lasts 10 to 13 times longer than incandescents.
- Ideal for frequently used table lamps, weather-protected outdoor fixtures, and open or enclosed ceiling fixtures.
- Produces light without a filament to burn out.

AUSTIN ENERGY
Austin's Community-Owned Electric Utility
www.austinenrgy.com

Cultural Events

What Is ENERGY STAR®?

ENERGY STAR is a voluntary national labeling program designed to identify and promote energy efficient products.

Who Sponsors ENERGY STAR?

The U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE) in partnership with retailers, manufacturers, and utilities.

What Benefits Do Customers Receive From ENERGY STAR Labeled Products?

It's easier for customers to identify products that:

- Save energy
- Save money
- Protect the environment
- Perform equally or better than standard.

Look for the ENERGY STAR logo before you buy. Visit www.energystar.gov or call 1-888-782-7937.



Clientes De Austin Energy Pueden Ahorrar Con Fluorescente (CFLs) ENERGY STAR.

CFLs eficientes ENERGY STAR usan 70% menos energía que un bulbo estándar y dura hasta 10 veces más largo.

Sobre la vida de un etiquetado ENERGY STAR CFL de 15-watt usted puede ahorrar aproximadamente \$20.00. Un CFL de 24 W le Ahorrará \$29.00.

Estos cálculos se basan en un coste de 8 centavos por kWh. 15 W CFL = estándar 40 W 24 W CFL = estándar 60 W Austin Energy está proporcionando este regalo de modo que usted pueda experimentar el cambio fácil que el uso de CFLs represente. Animamos el uso de CFLs a través del hogar.

Para mas información, Visite www.energystar.gov o llame al 974-7827



City Health Clinics and Senior Facilities

ENERGY STAR[®]

Residential Initiatives



Austin Energy
Austin's Community-Owned Electric Utility

DISTRIBUTION & REBATE PROGRAMS

Single Family

- Free CFL Replacement Bulbs
- Low Income Weatherization
- Home Performance Program

Multi Family

- ENERGY STAR Fixture Rebates
- ENERGY STAR CFL Rebates



OTHER ENERGY STAR® PROGRAM INITIATIVES

A Four Star Performance by Home Performance with ENERGY STAR®

Formerly the Total Home Efficiency Program

Air Conditioner
Duct System
Insulation
Building Envelope

Save Up To 40% On Your Summer Electric Bill!
Your home's top performers may go unnoticed... until your electric bill goes up or your home starts to feel uncomfortable. But you don't have to wait until something needs repair to find out if you can save money on efficiency improvements.

Call for a complete energy analysis of your home from one of our participating companies. They'll make sure you'll find out what it takes to get a four star performance from your heating and air conditioning system, your air duct system, and your building envelope.

Austin Energy will rebate up to \$1,400 for efficiency improvements. You may choose a low interest loan instead of the rebate.

How Does It Work?
After you get an energy analysis, you'll receive a written assessment and a cost estimate for making needed improvements. If you decide to have some or all of the work done, Austin Energy will send a trained representative to verify the energy analysis. After the work is complete, Austin Energy will send an inspector to check the work and authorize payment of your rebate or loan.

What's The Payback?
The amount of energy you save will pay you back for the improvements over time. Many homes achieve a 40 percent savings on their summer electric bill after going through this program. Some improvements cost little and the energy savings are substantial. Other items, like an energy-efficient air conditioner, have a longer payback time. That's why it's important to have an individual analysis.

To get started, call one of the participating companies from the list at www.austinenrgy.com, call 974-7827 for a residential packet, or fill out the attached reply card and drop it in the mail.

yes! I want a more comfortable home!
I want to find out if I need a new air conditioner, additional attic insulation, duct sealing and solar screens.

BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO. 5727 AUSTIN, TX
POSTAGE WILL BE PAID BY ADDRESSEE

AUSTIN ENERGY
HOME PERFORMANCE
EFFICIENCY PROGRAM
206 E 9TH ST STE 17 102
AUSTIN TX 78701 5987

THE SINGLE GREATEST THING YOU CAN DO FOR YOUR OLDER HOME!

James Thomas, Austin Energy Customer

"WE'VE BUMPED OUR TOTAL HOME EFFICIENCY PROGRAM UP A NOTCH!"
Jenell Gustafson, Austin Energy

★★★★★
"I GIVE IT FOUR STARS."
Jill Anderson, Austin Energy Customer

"IT'S MORE THAN REBATES AND LOANS... IT'S KNOWING THAT THE JOB IS DONE RIGHT."
Joan Ivy, North Austin

"AUSTIN ENERGY'S PROGRAM IS AN EXCELLENT SERVICE TO HOMEOWNERS AND AN EXAMPLE FOR THE WHOLE COUNTRY!"
Mike Rogers, Consultant to the U.S.A.

Home Performance with ENERGY STAR®

Formerly the Total Home Efficiency Program

Get A Complete Analysis Of Your Home's Performing Systems Today

AIR CONDITIONER	DUCT SYSTEM	ATTIC INSULATION	BUILDING ENVELOPE
and furnace. Are they wasting energy and money?	Do you have leaks that are costing you money and affecting air quality?	Is it effectively keeping hot air from the attic from entering your living space?	Does it need solar screens? Does it have air leaks that are costing you money?

You can save up to 40% on your energy costs, improve your comfort, and help the environment at the same time. Visit www.austinenrgy.com or call 974-7827 to find a participating company near you.

Home Performance with ENERGY STAR Program

BREATHE EASY

Knowing your air ducts are properly sealed.

AUSTIN ENERGY
Austin's Community-Owned Electric Utility

Duct Diagnostic & Sealing Program

\$50 Rebate

For buying energy-efficient window units:
Large Units: (18,000 - plus BTUs) 9.4 SEER or higher
Small Units: (under 18,000 BTUs) 10.7 SEER or higher

AUSTIN ENERGY
Austin Energy endorses ENERGY STAR qualified products.

Energy STAR PARTNER

For Austin Energy Residential Customers Only.

Room Air Conditioners

Clothes Washer Rewards

Want Cool?
Try Total Home Efficiency!

austinenrgy.com

\$50 Rebate

off the cost of qualified window units.

Take this coupon and your sales receipt for an air conditioner to the service desk and ask the customer service representative to fill out an Austin Energy appliance rebate form for you. For Austin Energy Residential Customers Only.

AUSTIN ENERGY
Austin Energy endorses ENERGY STAR qualified products.

Energy STAR PARTNER

Commercial Lighting Initiatives



Austin Energy

Austin's Community-Owned Electric Utility

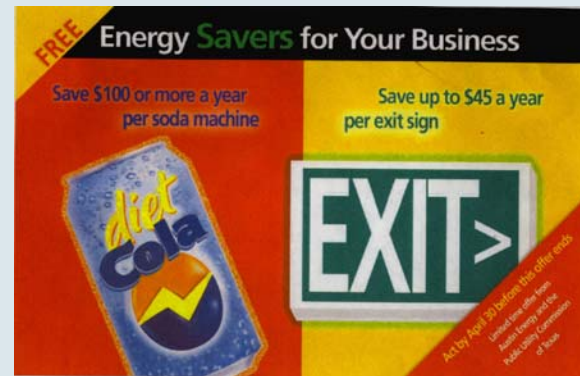
SMALL BUSINESS LIGHTING PROGRAM

- Non-Demand Customers
- Demand Customers (Below 100 kW)
- Interior Light Fixture Replacements
- Installation CFLs & T-8



COMMERCIAL LIGHTING REBATE PROGRAM

- Large Demand Customers
- Lighting Retrofits:
 - \$125/kW - \$250/kW saved





Austin Energy

Austin's Community-Owned Electric Utility



The Key to Success: Create a winning solution

- **Customers:** Lower Energy Bills, Increased Awareness!
- **Retailers:** More Business, Greater Profits!
- **Austin Energy:** Load Reduction, Satisfied Customers!
- **City of Austin:** Improved Environment, Sustainable City!
- **ENERGY STAR:** Widespread Recognition, Quality Assurance!